

## ABSTRACT OF THE DISCLOSURE

A data conversion section of a transmission side  
allocates 3-channel video data of two pixels constituted of  
5 three signals of a 4:4:4 format to data of a 4:2:2 format of  
three pixels to convert the video data into 2-channel video  
data. An encoder maps the converted video data in an  
effective image area defined by the 4:2:2 format, and  
transmits video data obtained by the mapping through a  
10 transmission line. A decoder of a reception side takes out  
the 2-channel video data from the transmitted video data. A  
data conversion section allocates the video data of three  
pixels to data of the 4:4:4 format of two pixels to restore  
the 3-channel video data constituted of the three signals of  
15 the 4:4:4 format.